

ABSTRACT OF THE DISCLOSURE

A method and apparatus utilized in operating a feedback forum in an online auction environment is described. Instead of allowing users of the system to enter free-form comments for and about other users, a number of predefined feedback comments are provided that relate to an auction transaction. Users leaving feedback for other users are permitted to select a comment they desire to leave for or about another user relative to a transaction. The predefined feedback comments selected by the users are associated with the users whom the comment is about, and at some time thereafter, the predefined feedback comment is displayed for viewing by other users of the system.

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